



FY 2017- FY 2018

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A Strategic Plan for Fayetteville's Future

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Strategic Planning Process



Strategic Planning Framework



The City's Vision and Mission

Vision 2027

An attractive, culturally diverse city with a rich heritage that is peaceful, prosperous and connected.

Mission

Fayetteville provides resilient and sustainable municipal services in a cost-effective manner to create a business friendly environment where citizens thrive and prosper.



Core Values

We, the Mayor, City Council,
Managers, Supervisors
and Employees

SERVE with

Responsibility

Ethics

Stewardship

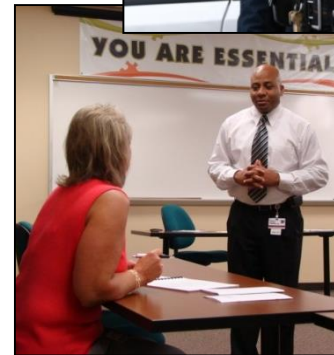
Professionalism

Entrepreneurial Spirit

Commitment

Teamwork

to safeguard and enhance the
public trust in City government.



The City's Goals 2022



The City of Fayetteville will be a safe a secure community.



The City of Fayetteville will have a strong, diverse and viable local economy.



The City of Fayetteville will be designed to include vibrant focal points, desirable industrial, commercial and residential opportunities with high quality and sustainable infrastructure.



Fayetteville will be a highly desirable place to live, work and recreate with thriving neighborhoods and a high quality of life for all residents.

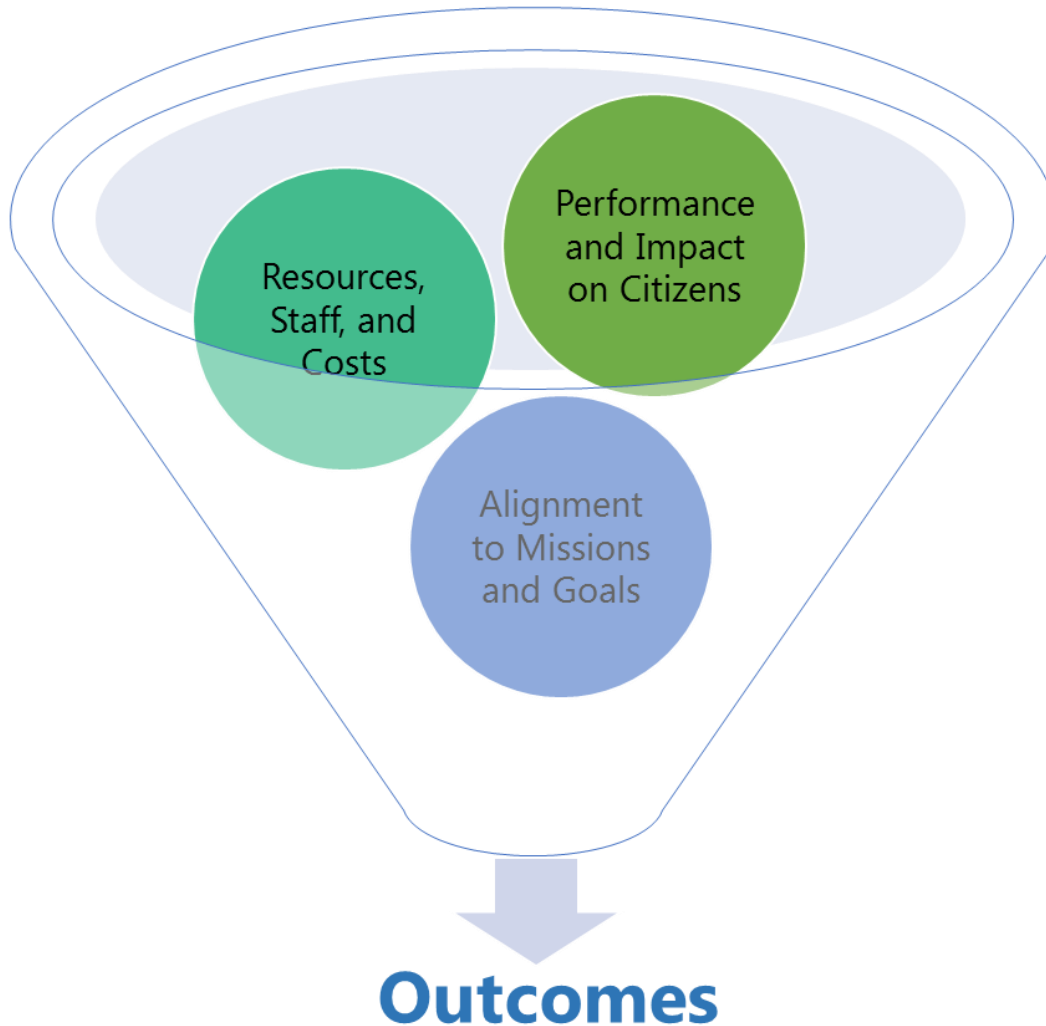


Fayetteville will have unity of purpose and sustainable capacity across the organization.



Fayetteville will continue to develop and expand strong and active community connections.

The City's Priorities FY 2017





The City's Priorities FY 2017

Rank	Strategic Priority Area	Goal
1	Economic Development	II
2	Public Safety	I
3	Beautification/Maintenance	IV
4	Infrastructure Investment - Maintenance	III
5	Increase Intergovernmental and Stakeholder Collaboration	VI
6	Parks and Recreation	IV

Getting Things Done! FY 2017 Strategic Targets for Action

- COPS collaborative reform
- Complete Central District Office
- One Family Program
- Expand Corridor Cameras
- Initiate Cadet Program
- Expand Red light camera program
- Additional traffic calming infrastructure for safety in neighborhoods
- Move forward joint 911 center
- Build fire station 12 and complete renovations for Temporary Fire Station 16



- Develop preliminary annexation strategies for Shaw Heights
- Develop preliminary land acquisition strategies for Shaw Heights
- Complete Feasibility Study
- Complete Murchison Road and Bragg Blvd Corridor Studies
- Complete Centre City Development
- Partner with the Fayetteville Cumberland Economic Development Corporation to execute Garner Report
- Position the City to market/recruit businesses effectively
- Increase local small business growth and participation in contracts
- Create policy that governs selection and administration of economic development partners
- Execute agreements with support agencies
- Prince Charles Development



Getting Things Done! FY 2017 Strategic Targets for Action

- Continue the comprehensive land use plan update
- Adopt the Cape Fear River Plan
- Improve quality of service for permitting and inspections
- Execute street resurfacing program
- Participate with NCDOT for the design of an upgrade to the City wide computerized traffic signal system
- Develop a plan of action that will accelerate stormwater projects by 25%
- Develop comprehensive review of broadband capabilities in city to leverage City's fiber assets to improve speed, liability and coverage



- Capital plan for Parks and Recreation (Bond)
- Public art task force report and public art policy
- Study and plan to add private crews for vegetative management services during the summer months
- Deploy additional litter pick up crews
- Litter campaign and bus stop maintenance
- Optimize loose leaf collection services
- Execute plan for gateway corridors
- Complete the approved Pedestrian Master Plan
- Seek alternative funding source for the approved Bicycle Master Plan
- Build sidewalk on Ray Avenue (Festival Park) to Hay Street
- Execute approved Transit Improvement Plan
- Develop a revitalization strategy in coordination with all City departments, focused on two neighborhoods
- Homeless Solution



Getting Things Done! FY 2017 Strategic Targets for Action

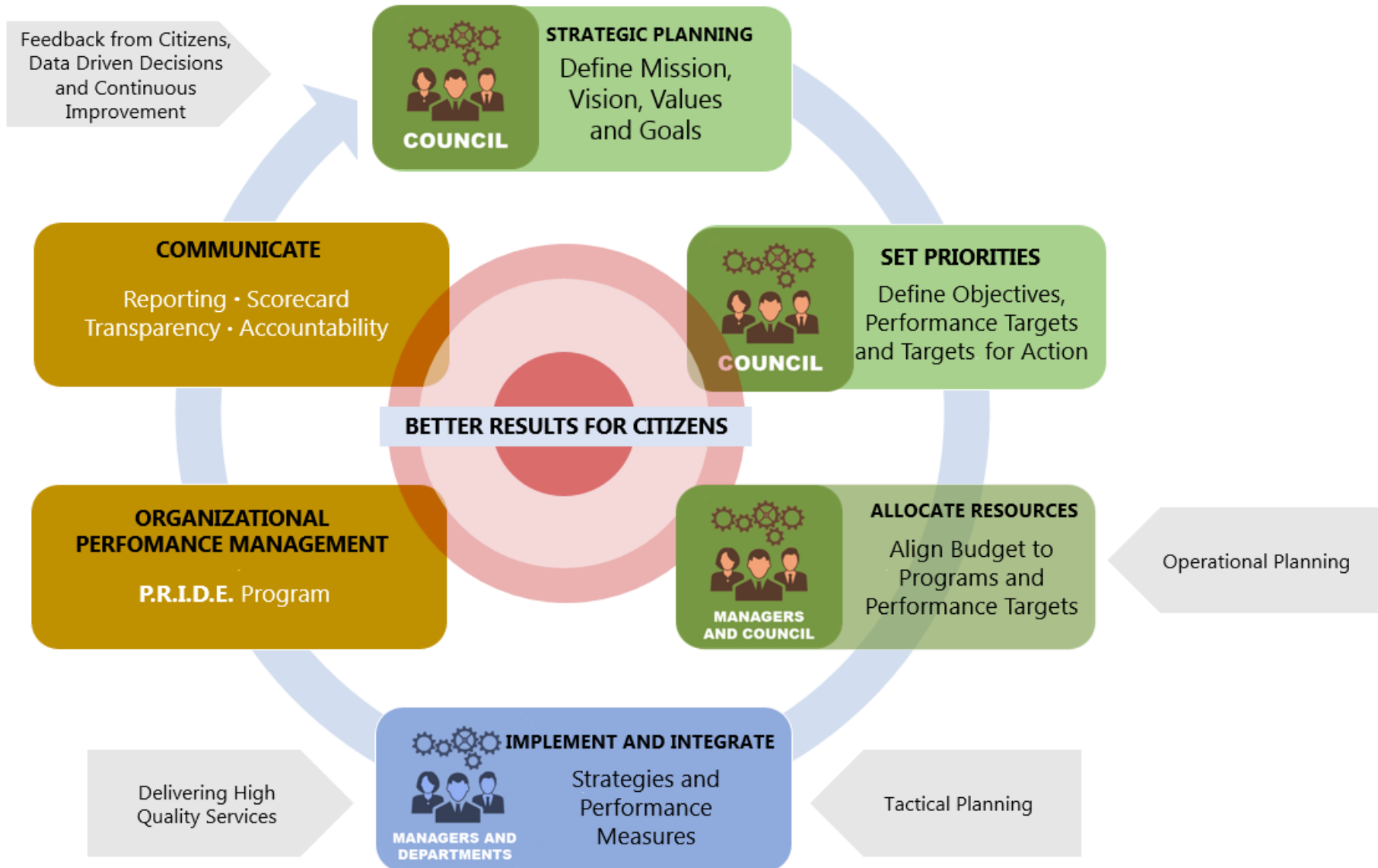
- Identify City-owned surplus land and dispose
- Fire Command staff compensation adjustment



- Develop plan to move forward an RFP to rebrand the City in concert with community stakeholders
- Foster an organization-wide customer service culture and philosophy with a focus on the call center and employee training
- City Hall first floor renovations
- Develop and implement an intergovernmental affairs program
- Hold local government/stakeholder retreat to discuss strategies for critical community issues and create taskforce(s) to address individual issues



Aligning the Organization for Success



Tracking and Reporting Performance

It's all about transparency and accountability.



Welcome to TRACStat!

Transparent Reporting and Analytics for Citizens

Questions or comments? Please contact us at
tracstat@ci.fay.nc.us



Performance



Budget



Targets for Action



Methodology

Tracking and Reporting Performance

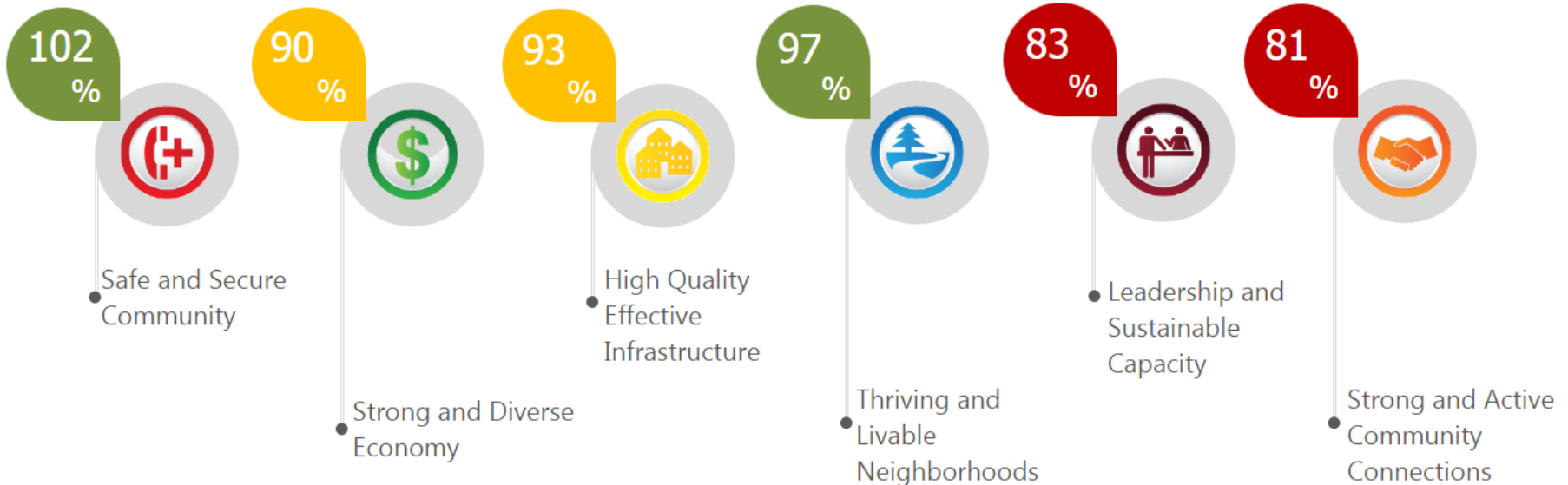


Previous Year Scorecard Summary

[Home](#) [Performance](#) [Budget](#) [Targets for Action](#) [Methodology](#)

Fiscal Year FY 2015 < >

Tip: click on Strategic Goal to view performance detail



Commitment to Excellence

The City of Fayetteville is a data-driven organization with a strong commitment to performance excellence, transparency, quality and innovation.

- Strategic planning and organizational performance management; Maximizing performance for a positive impact on citizens
- Aligning resources to the City's Strategic Plan
- Continuous Improvement Consulting and Training
- Customer Research – Surveys and citizen and employment engagement efforts.

Accountability
Transparency
Quality



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Fayetteville
OUTFRONT



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